

**ABSTRACT**

A method includes providing a first image of an article of merchandise available to a consumer in an electronic commerce transaction, projecting a second image onto the first image of the article of merchandise to produce a third image representing the article of merchandise as personalized by the second image, and providing the third image for display to the consumer to facilitate an electronic commerce transaction.

1. A method comprising:  
providing a first image of an article of merchandise available to a consumer in an electronic commerce transaction;  
projecting a second image onto the first image of the article of merchandise to produce a third image representing the article of merchandise as personalized by the second image;  
providing the third image for display to the consumer to facilitate an electronic commerce transaction.